

Sales Order

Station: **WTMO-TV** Agency: **THE FACTOR INC**
 Contract Name: **MARCO RUBIO 1466767** Address: **501 Brickell Key Drive**
 Contract#: **475002796** City: **Miami** State: **FL** Zip: **33131**
 Start Date: **9/19/16** End Date: **9/25/16** Buyer: _____
 Revenue Type: **POLITICAL SALES** Tax Schedule: _____ (None)
NATIONAL Type: **Cash** Agency Commission %: **15**
 Advertiser: **MARCO RUBIO** Billing Cycle: **Standard**
 Address: _____ Salesperson: **5206nnat** Comm %: **15**
 City: _____ State: _____ Zip: _____ Makegood Policy: **Within Contract Dates**
 Product Name: **Q4'16 CANDIDATE**
 Competitive Code: **POLITICAL/ISSUE**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	9/19/16	9/23/16		7:00 AM	10:00 AM	30		1	1					2	D	100.00	2	200.00	1
2	9/19/16	9/23/16		6:00 PM	6:30 PM	30				1	1			2	D	525.00	2	1,050.00	1
3	9/19/16	9/23/16		6:30 PM	7:00 PM	30		1	1	1				3	D	525.00	3	1,575.00	1
4	9/19/16	9/23/16		11:30 PM	12:00 AM	30		1						1	D	400.00	1	400.00	1
5	9/24/16	9/24/16		5:00 PM	5:30 PM	30						1		1	D	145.00	1	145.00	1
6	9/25/16	9/25/16		1:30 PM	2:00 PM	30							1	1	D	100.00	1	100.00	1
7	9/25/16	9/25/16		5:00 PM	5:30 PM	30							1	1	D	145.00	1	145.00	1
8	9/25/16	9/25/16		8:00 PM	11:00 PM	30							1	1	D	800.00	1	800.00	1

Billing Projections: By Month

Sep 16
 CA 4,415.00
 ST 4,415.00

☒ Print Spot Prices

TOTAL SPOTS 12
 GROSS TOTAL \$ 4,415.00
 ADJUSTED SPOTS 12
 ADJUSTED TOTAL \$ 4,415.00

APPROVE DECLINE



General Manager



Sales Manager



National Sales Manager



Local Sales Manager

ORDER WORKSHEET

Rep Order# 1466767 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/19/16 9:00 AM
Last Received: 09/15/16 3:24 PM
Showing Buylines: All Lines

1 of 2

Station WTMO-TV ORLANDO
Advertiser (MARU) MARCO RUBIO/SEN FLA
Product Q4'16/CANDIDATE
Estimate#
Buyer MIRTA DE ARMAS

Agency (TFI) THE FACTOR INC
501 BRICKELL KEY DRIVE
MIAMI, FL 33131
Agency C/P1/P2/E
Flight Dates 09/19/16-09/25/16

Rep Firm NBCUNIVERSAL
Sales Office (MI) MIAMI NATIONAL SALES
Salesperson (BLU) BRENDA LUCIANO
Sales Assistant STEPHANIE
Salesperson Phone# 954-622-7582
Salesperson Fax# 954-622-7940

--- CONTRACT COMMENT ---

*****POLITICAL*****

--- REMARKS ---

NEW ORD TO START WEEK OF 9/19 PLS CF THANKS, SG

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M-F	7A-10A	UN NUEVO DIA	30	-	-	\$100.00	09/19-09/23	2	2	\$200.00
			Buy Comment: *****CANDIDATE POLITICAL LUR 50-90% NON-PRE-EMPTABLE***								
2	M-F	6P-630P	NEWS	30	-	-	\$525.00	09/19-09/23	2	2	\$1,050.00
			Buy Comment: *****CANDIDATE POLITICAL LUR 50-90% NON-PRE-EMPTABLE***								
3	M-F	630P-7P	NEWS	30	-	-	\$525.00	09/19-09/23	3	3	\$1,575.00
			Buy Comment: *****CANDIDATE POLITICAL LUR 50-90% NON-PRE-EMPTABLE***								
4	M-F	1130P-12A	NEWS PR	30	-	-	\$400.00	09/19-09/23	1	1	\$400.00
			Buy Comment: *****CANDIDATE POLITICAL LUR 50-90% NON-PRE-EMPTABLE***								
5	Sa	5P-530P	NEWS	30	-	-	\$145.00	09/24-09/24	1	1	\$145.00
			Buy Comment: *****CANDIDATE POLITICAL LUR 50-90% NON-PRE-EMPTABLE***								
6	Su	130P-2P	ENFOQUE	30	-	-	\$100.00	09/25-09/25	1	1	\$100.00
			Buy Comment: *****CANDIDATE POLITICAL LUR 50-90% NON-PRE-EMPTABLE***								
7	Su	5P-530P	NEWS	30	-	-	\$145.00	09/25-09/25	1	1	\$145.00
			Buy Comment: *****CANDIDATE POLITICAL LUR 50-90% NON-PRE-EMPTABLE***								
8	Su	8P-11P	JUAN GABRIEL HASTA QUE TE CONOCI	30	-	-	\$800.00	09/25-09/25	1	1	\$800.00
			Buy Comment: *****CANDIDATE POLITICAL LUR 50-90% NON-PRE-EMPTABLE***								

ORDER WORKSHEET

Rep Order# 1466767 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/19/16 9:00 AM
Last Received: 09/15/16 3:24 PM
Showing Buylines: All Lines

2 of 2

Station WTMO-TV ORLANDO
Advertiser (MARU) MARCO RUBIO/SEN FLA
Product Q4'16/CANDIDATE
Estimate#
Buyer MIRTA DE ARMAS

Agency (TFI) THE FACTOR INC
501 BRICKELL KEY DRIVE
MIAMI, FL 33131
Agency C/P1/P2/E
Flight Dates 09/19/16-09/25/16

Rep Firm NBCUNIVERSAL
Sales Office (MI) MIAMI NATIONAL SALES
Salesperson (BLU) BRENDA LUCIANO
Sales Assistant STEPHANIE
Salesperson Phone# 954-622-7582
Salesperson Fax# 954-622-7940

---REPORT TOTALS---

Report Totals: 12 / \$4,415.00

---SALES MONTHLY TOTALS---

Sep2016: 12/ \$4,415.00
Order Totals: 12 / \$4,415.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$8,830.00	OTHE 50.00%	WTMO 50.00%	WVEN .00%

Books [JUL16]
Demos RA2554P

--- CREDIT RISK ---

CASH IN ADVANCE

CLIENT:	MARCO RUBIO FOR SENATE 2016	Week of:	9/19/2016
Media:	TV 31 Telemundo	AGENCY:	The Factor, Inc.
Market:	Orlando		999 Ponce de Leon
Contact:	Brenda Luciano		Coral Gables, FL 33134
Phone:	954-622-7582	Contact:	Ana Carbonell / Mirra De Armas
e-mail:	brenda.luciano@nbc.com		305-358-0110
			786-797-2713

Station	Day	Time	Program	30" Pre	30" fixed	Cost/spot	# Spots	Total
WFTMO TV31	M-F	7a-10a	Nuevo	100	125	100	2	\$ 200.00
	M-F	6p-6:30p	News	525	650	525	2	\$ 1,050.00
	M-F	6:30p-7p	News	525	650	525	3	\$ 1,575.00
	M-F	11p-11:35p	News	400	500	400	0	\$ -
	M-F	11:30p-12a	News P.Rico	400	500	400	1	\$ 400.00
	SA	5p-5:30p	News	145	200	145	1	\$ 145.00
	SA	5:30p-6p	News	125	150	125	0	\$ -
	SA	11p-11:30p	News	250	325	250	0	\$ -
	SU	1:30p-2p	Enfoque	100	145	100	1	\$ 100.00
	SU	5:p-5:30p	News	145	200	145	1	\$ 145.00
	SU	5:30p-6p	News	125	150	125	0	\$ -
	SU	11p-11:30p	News	185	225	185	0	\$ -
	SU	8p-11p	Mini / Special			800	1	\$ 800.00
				Totals			12	\$ 4,415.00
				AC:				\$ 662.25
				Net:				\$ 3,752.75

Agency
The Factor Inc.

Media

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:*WTMD, Telemundo, Orlando***Date:***9/8/2016*I, *Ana M. CARBONELL*being/on behalf of: *Marco Rubio for Senate 2016*, a legallyqualified candidate of the *Republican* politicalparty for the office of: *United States Senate*in the *State of Florida*election to be held on: *November 8th, 2016*

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>30''</i>					

Total Charges:

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, MARCO RUBIO FOR SENATE 2016
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

ANA M. CARBONELL

signature of candidate or authorized committee

on behalf of
candidate

ANA M. CARBONELL
printed name

9/6/2016
date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Marco Rubio for Senate 2016

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lisa Lisker

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/2/2016
Date

R M Enabrownell
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Media